



# Bonusly

## Assent Compliance

Building a global culture of collaboration



**“When I can see what our people are recognizing, I know what's important to them and what they value.”**

With its rapidly-evolving supply chain data management SaaS platform, Assent Compliance has grown from 15 employees to over 500 in just a few years. To support its significant growth across offices in Canada, the United States, Europe, and Asia, Assent's leaders knew they had to develop a powerful employee experience.

“I think a lot about engagement and want to know what is motivating our employees, or Assentees as we're known here,” says Keira Torkko, Assent's Vice President of Employee Experience.

As recently as 2018, employee recognition at Assent was inconsistent since each department had different recognition practices. Now that everyone at the company uses Bonusly to recognize each other, giving public praise within and across departments is the new normal.



**Keira Torkko**  
VP of Employee Experience

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"When I can see what our people are recognizing, I know what's important to them and what they value," Keira says. "Being aware of what matters to our Assentees has really helped us deliver effective employee experience programs that truly improve team morale and drive results for our company."

We sat down with Keira to learn how Bonusly has helped Assent scale their collaborative company culture around the world.

## Bonusly at Assent Compliance

Giving credits where credit is due

Assentees had reported that there was a gap in how they were able to recognize their colleagues, superiors, and teammates. A few people would receive public recognition at regular company-wide meetings, but there was nothing consistent or transparent about what was recognized or how. After considering a number of recognition platforms, Keira and her Employee Experience team rolled out Bonusly in December 2018.

Every Assentee has a monthly Bonusly allowance of 100 credits with which to give recognition. When Assentees

do something worthy of recognition by embodying one of Assent's core values or contributing to business objectives, their peers, managers, and reports can use Bonusly to recognize them with a written note, a small number of credits, and the appropriate core value hashtag.



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**"At Assent, we're real believers that one percent incremental improvements can have a huge impact when they accumulate," says Keira, "so introducing a formalized way of recognizing those small things people do for each other throughout the week was incredibly important to us."**



Keira Torkko  
VP of Employee Experience

Turns out, Assentees wanted to recognize those little things, too! In the first seven months after launching Bonusly, Assentees had given out more than 11,000 bonuses, with 92% of Assentees receiving and 81% giving at least one bonus each and every month—and those numbers continue to rise.

Keep reading to learn how Bonusly facilitates change management, connects Assent's international team, offers insights on their top performers, and promotes exemplary behavior.

## Bonusly facilitates change management

With Assent's rapid growth, communicating and recognizing individual contributions on a daily basis, while retaining the personal nature of those interactions, was becoming a real challenge to do at scale.

Bonusly has helped address these concerns, not only as a tool for one-to-one peer recognition but also as an information source that Assent's leadership and management teams can use to understand how their teams are working together and who their colleagues consider top performers.

"Implementing Bonusly was very much a turnkey experience for us," says Keira. "Just yesterday, I was helping someone with a minor thing in the kitchen and they said, *I'm going to Bonusly you for that.*

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"I was so delighted! When did Bonusly become a verb?! It's exciting to see how using the tool has become an automatic trigger for our Assentees."

## Integrations are key

Being able to integrate Bonusly with its internal messaging platform was of major importance at Assent to help drive rapid adoption of the platform.

"We were already using Slack as a communication and collaboration tool internally, so the Bonusly integration helped make company-wide adoption that much easier," says Keira. "Now Assentees are able to see when their colleagues receive bonuses for exhibiting our core values and contributing to our corporate objectives since they're already active on Slack."

Assent also integrates Bonusly with their HRIS, BambooHR, to streamline user management.



[Learn more about our integrations](#)



"On an average day, we see about 70 bonuses handed out, so there's always a steady stream of visible recognition in Slack that helps people see how their individual efforts help us meet our mission during ongoing change."

A screenshot of a Slack message. At the top left are two orange circular icons containing '+10' and 'DE'. To the right is a timestamp '7d ago' and three vertical dots. The message text reads: 'Wayne Lo: +10 @david.eyraud for waking up early today to help with our Hubspot migration today. #collaboration #solutions-first #grit'.

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In addition, Bonusly also helps Assent reinforce its corporate social responsibility (CSR) initiatives, which is an important mission for the company and its employees.



Keira Torkko  
VP of Employee Experience

"We love that Bonusly can be customized to include additional values, so we can acknowledge peoples' contributions as a **CSR Champion** or **Earth Warrior** at Assent along with all of the other corporate values we're celebrating," says Keira.

## Bonusly connects global teams

Scaling Bonusly across Assent's global offices has been seamless, even without an Employee Experience team in each location. The global component of Bonusly means Assentees can offer recognition to their coworkers across locations, which has enabled Assent to solidify its core values and find common ground with international teams as the company continues to grow.

"Many of the digital reward options in Bonusly, like Amazon and PayPal, are universal, so that makes administering employee rewards very simple for us," says Keira. "We also appreciate that we can tailor rewards by geographic location and, for instance, add region-specific gift cards for popular local restaurants and shops. With Bonusly's purchasing power parity feature, we can ensure that we're being fair and transparent across our global offices."

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## Bonusly offers insights into top performers

One way Assent celebrates its core values is by identifying employees who've received the most bonuses for a certain hashtag and having leadership personally congratulate them. For example, if an Assentee receives the most #collaboration bonuses, Assent's Employee Experience team will review that person's bonuses to see what made them such a great collaborator, and then look at what they've done to receive these shout-outs.



Keira Torkko  
VP of Employee Experience

A screenshot of a mobile notification from Bonusly. It shows a yellow circle with '+25' and a purple circle with 'NL'. The message reads: 'Brent Morton: +25 @norm.langevin for quick turnaround on a last minute project. Even with almost no notice, the end result was exactly what we were looking for! #solutions-first #productivity'. The timestamp is '11d ago'.

"I'll look at Bonusly Analytics to figure out what we can learn from the people who are recognized by their colleagues most often," says Keira. "We're recruiting quite heavily, so I'll look for applicants with skillsets that are similar to those of Assentees who are being recognized frequently to help us make sure we're bringing in the right kind of people."

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Assent's core values are Collaboration, Curiosity, Fun, Innovation, Solutions-first, Respect, Grit, and Productivity. Employees add these values to bonuses with hashtags, which admins can easily track in Bonusly Analytics.

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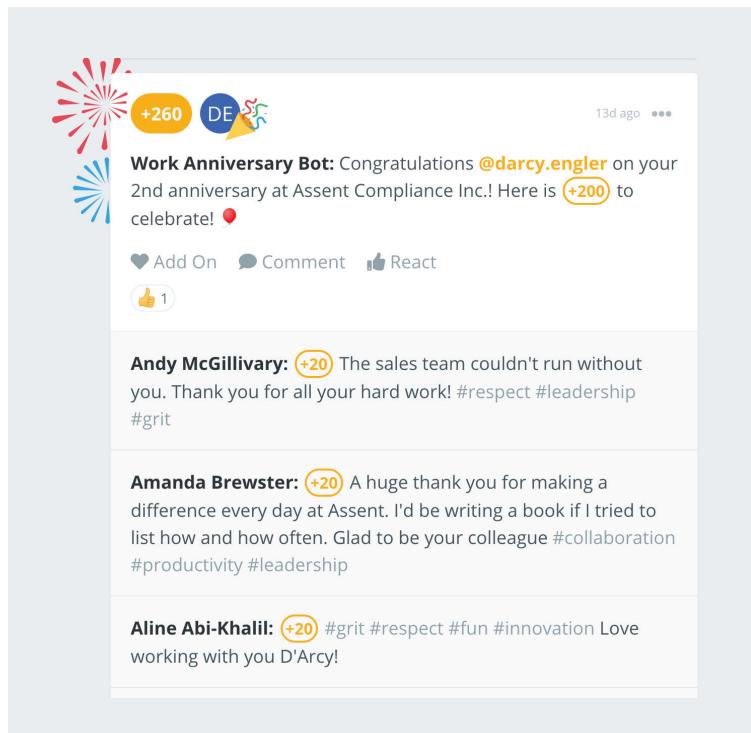
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## Bonusly promotes exemplary behavior

Before launching Bonusly, Assent's Employee Engagement team wondered whether there was the potential for the system to be abused. After launching Bonusly, however, they say it hasn't been a problem at all and have instead found ways to reward and encourage exemplary Bonusly behavior.

"Early on, we made using Bonusly more attractive by rewarding ideal Bonusly behavior," says Keira. "We'd say things like, *Today we're offering an extra 100 credits to the person who gives the most insightful piece of feedback to a fellow Assentee in a bonus.*

"Instead of penalizing anyone who may not be using the system properly, we made a point of rewarding people for the value of the recognition they were giving."



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## The bottom line

What does Assent Compliance's experience with Bonusly mean for you?

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If, like Assent Compliance, your international organization is changing rapidly and you want to promote a supportive and collaborative culture, Bonusly is a great recognition and rewards solution for your team.

In fact, Bonusly has proven to be the right choice for organizations of all types and sizes. Find out how other businesses around the world use our employee recognition and rewards platform to help their people love their work:



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